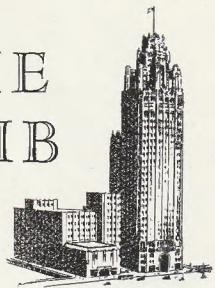






At a June 30 open-house, Gossett and his wife talk with, l. to r., J. Howard Wood, Harold F. Grumhau, and Fred Nichols.

# THE TRIB



August . . . . 1965

VOLUME 46 NUMBER 8

ROOM 830 • TRIBUNE SQUARE

## EDITOR:

Ann E. Parker

## STAFF:

Beth Seidman  
Sharon Murawski

Chicago Tribune Press Service, Inc.

CHICAGO ..... Tribune Square  
SPRINGFIELD, ILL ..... State House  
GARY ..... 37th Ave. & Arthur St.  
NEW YORK ..... 229 West 43rd St.  
WASHINGTON

..... 1750 Pennsylvania Av., N. W.  
LOS ANGELES ..... Spring & First Sts.  
CORAL GABLES ..... 423 Palermo Ave.  
LONDON ..... 85 Fleet St.  
BIARRITZ Villa Cap de Pin Pare d'hiver  
PARIS ..... 15 Rue de Marignan  
ROME ..... Via della Vite 27  
BONN/RHEIN ..... 270 Koblenzer Str.  
OTTAWA ..... Parliamentary Press Gallery  
TOKYO ..... 3-8 Sadohara-Cho, Ichigaya  
MEXICO CITY ..... 4-313 Lafraguia

## Advertising Solicitors' Office

CHICAGO ..... Tribune Square  
DETROIT ..... 1306 Penobscot Building  
NEW YORK ..... 220 East 42nd St.  
GARY ..... 37th Ave. & Arthur St.

## Special Advertising Representatives

SAN FRANCISCO ..... 110 Sutter St.  
LOS ANGELES ..... 3460 Wilshire Blvd.  
LONDON ..... 3 & 5 Warwick House St.  
MEXICO CITY ..... Perea y Cia SA,  
Emparan No. 17

## Dick Gossett Retires

Lorn M. [Dick] Gossett, director of production, retired June 30 after 39 years with the Tribune.

Friends from thruout the Tower came to wish him well at an open-house in Campbell Hall. With Mrs. Gossett beside him, he cut a large cake.

Earlier in the day, engravers gave Gossett an etched copper plaque, and production staffers brought a smile when he opened a case enclosing the new shotgun they gave him. Gossett and his wife, Dorothy, plan to travel during the next year.

Born in Casey, Ill., Gossett received a B. S. degree in industrial administration from the University of Illinois. He joined the Tribune's production staff as an engineer on Feb. 22, 1926, and served as assistant production manager from 1935 to July, 1960, when he was appointed production manager. On Jan. 1, 1965, Gossett was named director of production.

Gossett and his wife have two married daughters and four granddaughters.



Left: The production office staff gave Gossett a new shotgun.

Left below: Engravers presented Gossett with an engraved plaque.

Below: Gossett chats with Wilfrid Smith and A. J. Piedmont.



## On the Cover

Photog Earl Gustie caught this dramatic photo of the dedication ceremonies June 23 of the new office building of the Equitable Life Assurance Society of the United States and Pioneer Court.

## In This Issue

Suggestion Winners	4
A Tribune Tour	5
30 Years Ago	9
Dedicate Equitable Building	10
Form Toastmasters Group	13
Scholarship Winners	15
August Veterans	16

## Conduct "Finishing Touches" Course for 1,200 Teen Girls

When school starts next September, 1,200 teen-age girls will have more poise and self-assurance. They will have completed the Tribune's "Finishing Touches" course.

In three separate courses, offered in June, July, and August [400 girls in each course] experts advised the girls in personality; hair styles; skin care and make-up; nutrition and exercise; speech and etiquette; the man's point of view; grace and grooming; wardrobe selection; and the importance of being a lady.

Classes, which began on June 5, July 10, and Aug. 7, were held in the Palmer House, Water Tower Inn, Sheraton-Chicago, and Conrad Hilton hotels. Managing the program is John Shlaes, promotion and publicity. Chairman of "Finishing Touches" is Becky Hogan.

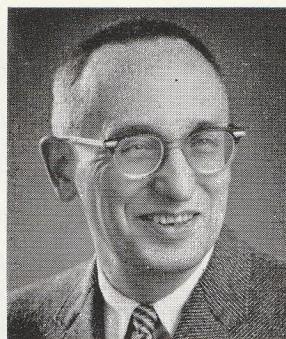
Conducting the classes are Lee Phillip and Mary Fran, TV stars, who discussed personality; Eugene May, Ross Ippolito, Madeleine Wilson, and Daniel Zicha, hair styles; Eileen Langford of Elizabeth Arden, cleanliness, skin, and make-up; Barbara Rubel, nutrition and exercise; Dr. Hilda Fisher, Northwestern university, speech and etiquette; Jim Conway, TV star, Clark Weber, radio star, and Johnny Morris, Chicago Bears player, "The Man's Point of View;" Evelyn Duggan, A-Plus modeling agency, grace and grooming; Becky Hogan, wardrobe selection; and Mrs. George Beadle, "How to Be a Woman—and Make the Best of It."

## U. of I. Prof. Praises Photog Wieting in Lecture

Photographer Hardy Wieting was referred to as one of the "competent men who provide excellent examples for photojournalists and their work" in a lecture at the University of Illinois by Richard L. Hildwein of the college of journalism and communications. A photograph by Wieting was cited as an outstanding example.

Wieting's son, Mark, a student at the university, was recently appointed editor of the Illini Y, the bi-weekly newspaper of the YMCA at the school.

## New Posts for MacFall and Fried



RUSSELL MacFALL



LEO FRIED

Russell P. MacFall, night editor and widely known author and collector, has been named editor of neighborhood news, it was announced June 6. He succeeds Paul H. Hubbard who retired after heading the sections for 25 years.

Succeeding MacFall as night editor is Leo Fried, who has been assistant night editor since 1955.

Born in Indianapolis, MacFall was graduated from DePauw university and received a master of arts degree in English literature from the University of Chicago in 1931. He worked for the Chicago Herald-Examiner and joined the Tribune in 1936 as a copy editor on the local news desk. He held various editing jobs in the newsroom until his appointment as night editor in 1952. In that capacity he was responsible for the direction of the staff and the content of the late editions of the Tribune.

MacFall has combined careers in literature and gem collecting with his journalism. He has authored "To Please a Child," "Gem Hunter's Guide," "Collecting Rocks, Minerals, Gems, and Fossils," and "Family Fun Outdoors," and is a contributing editor of Science and Mechanics magazine and vice president of the Society of Midland Authors.

MacFall and his wife have two daughters and a son.

Leo Fried, born in Flemingsburg, Ky., was graduated from the college of commerce and journalism at Ohio State university. He came to Chicago in 1937 as copy editor for the Chicago Herald and Examiner. He worked for the Chicago Times and was day editor of the Sun-Times until he joined the Tribune in 1950. He was named assistant night editor in 1955.

## Voice of Youth Column In Northwestern U. Library

The Tribune's Voice of Youth column, 1957-65, has been included in the Curriculum library of Northwestern university's Deering library. The library has made a compilation of selected columns available in booklet form to students.

Jens Lyholm, university librarian said: "The library is happy to have this handy compilation. Invariably well written, usually perceptive, and frequently original in point of view of presentation, the Voice of Youth contributions are like a refreshing breeze — an antidote for anyone pessimistically deplored wild youth and a wry world."

## Bowling Fun for All! Come on August 23

A special bowling night for all Tribune Company employes will be held Aug. 23, 6:30 p. m., at Marigold arcade, 828 W. Grace st. Price is \$1 for three games plus the cost of renting shoes. Arrangements should be made in advance for groups who wish to bowl on the same alley.

For information and advance reservations, call Ron Brantner, secretary of the Tribune Men's league, on extension 3876.

## 1,660 Tour Plant

In June 1,660 persons toured the editorial and production departments.

# Hoffmann Wins \$100 for Naming Auditorium

An award of \$100 was given to George D. Hoffmann, assistant chief accountant, accounting, in June for being the first Tribunite to submit "Campbell Hall" in the contest to name the 7th floor auditorium. Chesser M. Campbell, late president of Tribune Company and publisher of the Tribune, died July 10, 1960.

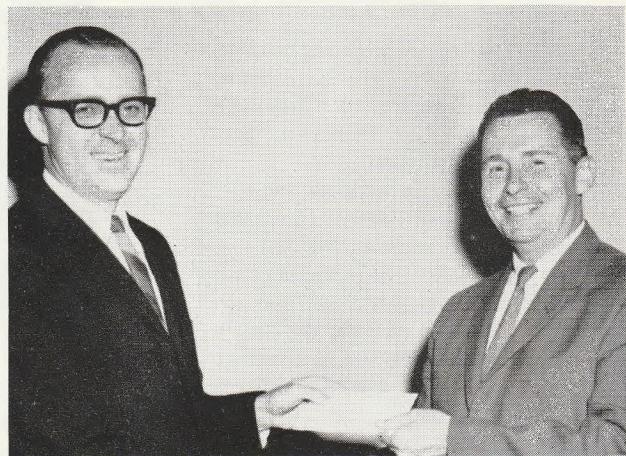
"For Chesser Campbell's background, excellence as an executive, and devotion to Tribune employees—and because his is a name everybody knows—I thought it was only right and appropriate that the auditorium be named after him," Hoffmann said.

What did he do with the award money? "Let's just say, I have a son who was married June 26. This came in very handy towards the costs of the wedding."

Four other Tribunites shared \$55 for their June suggestions.

For suggesting that banners saying Northwest-Indiana Calumet edition be attached to the window signs distributed to advertisers in that sec-

*William F. Caplice, assistant controller, presents a \$100 check to George Hoffmann, accounting, who named Campbell Hall.*



tion, Paul J. Spinka, classified advertising, Northwest Indiana office, won \$20.

An award of \$15 went to Bernard W. Marker, creative services, for his idea that a brochure be prepared for the salesmen's use explaining in depth the relationship between the advertising department and the advertisers.

Frank E. White, mail cage, and Nancy Downes, advertising director's office, each were awarded \$10 for their ideas.

White suggested that the 3-prong plug attached to the addressograph line cord in the mail cage be replaced with a more up-to-date plug. Nancy suggested a revision in the format of the payroll change voucher.

## Classified Ad Personnel Hold Seminar for Realtors

Three members of classified advertising presented a real estate seminar on the basic elements of sound classified advertising before the Waukegan-Lake County Board of Realtors at Antioch on May 24.

Robert B. Holzkamp, classified sales manager; Arthur E. Wible, assistant sales manager; and Susan Gloppe, copywriter, conducted the session at which latest real estate marketing facts and figures, classified advertising principles, and suggestions on how to write result-producing real estate ads were discussed.

## Merchandising Club Sec'y

Dick Prindeville, manager, sales development, marketing, was elected secretary of the Merchandising Executives club on June 2.

## Introduce "Feminique" Section

"Feminique," a new fashion section with photos and articles especially designed to appeal to women, was introduced June 14. It appears each Monday with a four-color illustration on the front page.

"We felt that women in Chicago deserved better fashion coverage than the local magazines and newspapers have been giving them," said Bob Anderson, assistant to Tom Furlong. "We thought there was a need for something bright and inspirational on Monday mornings. We wanted to give them something out of the ordinary."

The new section is the result of a suggestion by W. D. Maxwell, editor. It was developed under the supervision of Thomas Furlong, assistant managing editor, features, by Walter Simmons, Sunday editor; Robert Anderson; and Marilyn Traum, who edits the Tribune features section.

The section [which leads into the features section] includes world-wide news of fashion and the people who make it from Women's Wear Daily; a column by Jane Trahey, advertising woman and author; and questions and answers about women's clothes. Tribune beauty and fashion writers also contribute articles.

The section is edited by Marilyn Traum.

## New York Station Carries Bob Cromie's Book Beat

Book Beat, the half-hour author interview television series hosted by Robert Cromie, editor of Books Today, will be carried by WNDT-TV in New York City thru the last week of August. The station began broadcasting the program June 6.

# "We Toured the Tribune"

The best part of the Tribune is the noisy part where the machines had a very loud noise. I thought my ear drum would break in two.

Yours sincerely  
Mabin

I want to thank you for touring the Tribune Tower. I liked the printing room the best of all. It was very exciting there. I'm going to send the post card to my grandmother even though my mother wants to keep it.

I like the more because it was very good. I like the part where wood slid down the slide.



I like the best. It was very interesting. Thank you for the mats. I got a piece of the mat. The story was called Resume Lake Hunt for father of 3.

I liked the men in the pressroom and the hyperoom. Our tour helped us with Miss Deep. Our tour helped us with one of our badge.

The thing that interested me most were the paper rollers. They looked as if they weighed close to ten tons. All my sisters want to learn very much about the Tribune. I wish to pay the Tribune many visits.

See story on page 6



**"GEE, THAT'S HOW THEY SET TYPE!"**  
Jimmy Davidson, 8, (page 5) watches linotype operator, Charles Nagy.

**EAGER HANDS REACH** to feel the stereotype mat just made from a page form of type. In composing, Tour Guide Nancy Deeg explains how type is set, made up in page forms, and sent to stereotype.

**THE TOUR BEGINS** in the 5th floor conference room. After seeing the film, "Trees to Tribunes," the group receive souvenir booklets. They then move to the gallery above the 4th floor newsroom.

**LOOKING DOWN** on the newsroom, Nancy answers the questions of two young tour members. She points out the location of the news desks and explains how each operates.



# "It Was Exciting"

**A** FAMILIAR SIGHT to Tribunites is a slightly straggling line of children, souvenir booklets tucked under their arms, with heads twisting up and around so as not to miss a thing as they file thru the Tower lobby to a waiting yellow school bus.

The children have just completed a tour of the Tribune's editorial and production departments. There were 9,500 visitors in 1964, and thru June, 1965, some 6,300. More than 60 per cent of the Tribune's visitors are educational groups.

Four times a day, five days a week, Tribune tour guide, Nancy Deeg, greets students, visiting journalists, tourists, and local citizens, shows them thru the Tribune, explains its operations, and answers their questions.

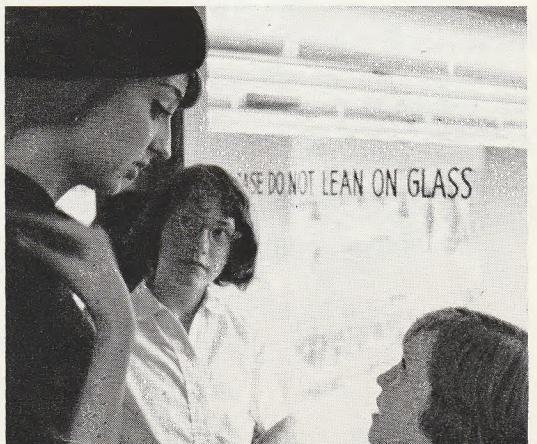
The Tribune has conducted plant tours for many years. Nancy, employed one year ago, is the first woman tour guide. She designed her own blue uniform, and her jaunty beret is copied from the cap worn by the special forces troops. The microphone she carries in a shoulder bag [weight: 4 lbs.] amplifies her voice enough to be heard by a tour group yet not enough to disturb members of the production departments.

But, let's follow a tour—

A group enters the Tribune Tower lobby, leaving coats and parcels in a nearby cloakroom. Nancy meets them in the 5th floor auditorium where they see the 45 minute film, "Trees to Tribunes." When the film ends she distributes printed information about the Tribune and leads the group to the gallery above the 4th floor city room.

As she explains the operations of the city room, she asks the visitors to compare what they see below them with the floor plan diagrammed in their souvenir booklet.

The group then descends to the 3d floor composing room where they see how type is cast and, in the stereotype department, how a mat is molded from the



# Fun, Interesting"

**PRINTING PLATES** piled high around them, the group hears how the plates are made in casting machines.

**PRESSROOM NOISE** can't drown out Nancy. She explains how plates are locked on the presses and the newspapers printed.

**MAILROOM** operations are shown to the group in the last stop in the production departments.

locked up page forms. The next step is the stereotype foundry where Nancy explains how printing plates are made from the mats in casting machines. Some 57 million pounds of metal are used each year to cast about 1,400,000 plates.

In the pressroom, one of the largest pressrooms under one roof in the world, the group watches the huge presses at work. Operating at capacity, the pressroom uses 350 tons of paper an hour. The Sunday Tribune requires 1,500 tons, the average week day Tribune, 600 tons.

**THE LAST STOP** is the first floor mailroom where the group sees newspapers stacked, wrapped, and tied for delivery. The entire tour [including the film] lasts an hour and a half. The engraving departments are not included in the tour because of space limitations.

The maximum number of people taken on a tour is 25. A larger group would have difficulty seeing and understanding and would constitute a safety hazard. Visitors are always asked not to wander from the group and not to touch anything for fear they might pick up live type or do ink damage to their clothing.

"Because of an ever increasing interest in visiting the Tribune, reservations are now necessary," said



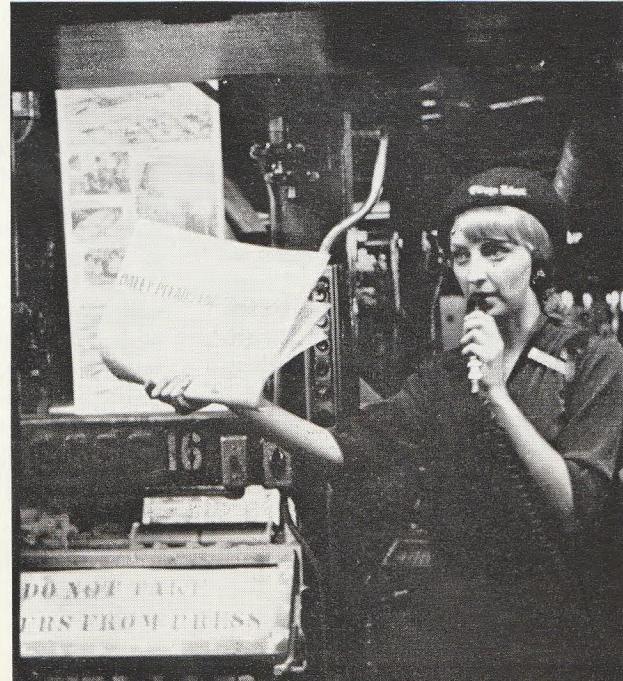
Richard O'Riley, manager, special projects division. "At one time, people might walk in off the street and be included on a tour, but now a reservation must be made three or four weeks in advance."

There are four daily tours—at 10:45 a. m., 12:30 p. m., 2:15 p. m., and 4 p. m. There are no tours on Saturdays and Sundays, holidays or election days. Employes interested in arranging a tour for friends, school groups, civic or social organizations should make reservations by dialing 3993.

**THE TRIBUNE RECEIVES** many letters from visitors expressing their interest and thanks. "The Tribune has always had letters praising the tours, but now we get letters from entire classrooms of students," said John Shlaes, special projects, who is in charge of tours.

One woman wrote, "We would like to compliment you on your guided tour, which so clearly explained the operation of the Tribune. My son was especially interested because he delivers the Tribune."

The success of the Tribune tours was summed up recently by a 7th grade visitor. "I'll be back," he said.





## TRIBLETS

**NEWCOMERS . . .** in Advertising are Don Frank Onorato and Robert Burley, clerks, Vaughn Carney, office boy, and Norbert Wessel, Thomas Whalen, Richard Vosepka, Robert Purdy, Alan Brown, and William Blizek, salesmen, and Eldon Braun, Effie Scharff, Rita Noe, Judith Smith, and Theresa Howland, adtakers, all classified advertising; Allan Senkow, artist, Robert Cartier, art apprentice, and Paul Sternik, production group, all creative services; Carol Jasnocha, receptionist, and William McGinnis, marketing trainee, both marketing services; and Francis Knapp, clerk, neighborhood division, retail display.

Accounting welcomes Charlene Chochola, Jean Marzalek, and Janet Wendel, file clerks, customer service; Susan Bieschke, verifying credit clerk; Helen Kadlec, keypunch operator, data processing; and Peter Diamond, operator, mail cage.

Editorial greets May Bergeron, clerical; Don Pardieck, copy boy; Anne Getz and Michael McClure, reporters, neighborhood news; and Frank Larkin, copyreader.

General Administration welcomes Polly Kemmerling, nurse, medical.

Newspaper Readers Agency newcomers are Louis Morton and John Kearns, solicitors.

New in Production are Connie Doyle, receptionist; Michael Greco, floorman, engraving; and Walter Wejtas, Roger Huse, Francis Hayes, all paper handlers in the warehouse.

Promotion welcomes Janis Wegner and Patricia Lopez, clerks.

Newcomers in WGN, Inc., are Thomas Crown, musician; Ruth Ryland, secretary, syndication sales office; John Wonsowicz, W-G-N engineer; Natalie Huber, script typist, office services; and Rudolph Kuprewnicz and Raymond Miator, courtesy car drivers.

**WEDDINGS . . .** Dennis Wencel, son of Stephen Wencel, stereotype day foreman, and Mary Ann Shemley

## Editorial Awards



Selected as outstanding Lake county newsmen of the year were Ford Wilson and John Hayes, suburban reporters. Here Wilson receives his award from George G. Crawford, winner of the first Lake County Press club award.

## Safety Board Cites WGN, Inc. for Service to Traffic Safety

WGN, Inc., received a plaque June 22 from the Citizens Traffic Safety board for W-G-N and WGN-TV service to the Chicago traffic safety program. They were the only stations so honored.

Chicago, which up to 1955 had the highest traffic fatality rate of any city over a million population, now has the best safety record of all large cities in the country.

## Travelers' Guide Sets New Ad Linage Record

The Sunday Tribune's full page supplement "Traveler's Guide" published a record 52,000 lines of advertising on June 6. Its 32 pages also set a record.

were married on May 22 in LaGrange.

Harry Steiner, W-G-N traffic office, and Ginny Bishop, W-G-N part time typist, were married on June 12 in Arlington Heights.

Mike Goelz, W-G-N continuity department, and Phyllis Reynolds were wed on July 1 in the Edgebrook Community church.

Gary Simmons, W-G-N continuity department, and Kathy Murray were married on July 3 in the First Methodist church of Park Ridge.

## Obituaries

**Mrs. Ellen [Nellie] Conliss**, 60, matron, building, passed away June 22 while on vacation in Washington. She had worked for the Tribune for 29 years. Surviving are a son, Thomas; a daughter, Mrs. Peggy Lawrence; 10 grandchildren; and four great-grandchildren.



Nellie Conliss



C. E. Winhardt

**Charles E. Winhardt**, 62, pipefitter, building department for 18 years, died on June 12 in Passavant hospital. He is survived by his widow, Helen.

**George K. Evans**, 86, pensioner from the mailroom, died June 21. He was pensioned in 1959 after 40 years. Surviving are his widow, Lydia; a son, Edwin; a granddaughter; and a great-grandson.

**Mrs. Stella Mae Herrick**, 97, mother of Gertrude, research, died May 30 in Marietta, O.

**Fred M. Bartels**, 67, father of Victor and Gerald, linotype operators, composing, died June 25.

**Marie Werkmeister**, mother of Gloria, W-G-N public affairs assistant, died June 2.

**Frank Bondzinski Sr.**, father of Frank Jr., W-G-N promotion, died May 30.

The Tribune extends deepest sympathy to members of the bereaved families.

## Newsroom Races

Leaders in the headline writers' races June 30 were:

Bernie Brown	\$75.00
Harry Warren	72.50
Al Nagelberg	42.50
Robert Skinner	32.50
Robert Finian	32.50

Leaders in the photogs' races June 30 were:

Phil Mascione	67.00
John Austad	58.00
Luigi Mendicino	43.00
Val Mazzenga	42.00
George Quinn	40.50

# About 30 Years Ago

(Answers on page 18)



1) A palm tree burst into bloom in the office of Tiffany Blake on the 4th floor. His secretary, admired the blossoms. Who is she?



2) In 1938 this man was handling a Ken-L-Ration advertising account.



5) This dapper young salesman was handling financial advertising accounts in 1935.



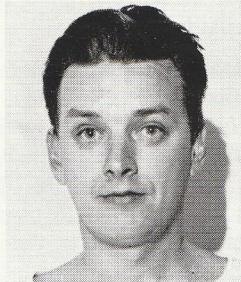
3) This young New York office salesman (far left) marked his 10th year of service.

4) This circulation staffer (left) says, "It can't be me. I don't remember the tie."



6) We wish it were color. This editorial staffer (left) is wearing a red chiffon dress. The fan has peacock feathers.

7) Pete demonstrated his spud peeling talents for a 1935 Trib feature telling how well men can cook.



8) Look around the newsroom. The man above is there.

9) He was a dashing young photog in August, 1936.

10) Her knit suit was top fashion in 1930.



# Dedicate and



ON JUNE 23, JUST TWO YEARS AFTER ground-breaking ceremonies, the 35-story, \$25,000,000 aluminum, granite, and glass office building of the Equitable Life Assurance Society of the United States and the 100,000 square foot Pioneer Court were dedicated at ceremonies attended by Tribune Company and Equitable executives, descendants of Chicago pioneers, civic leaders, and more than a thousand others.

The building and court represent the fulfilment of a dream of Col. Robert R. McCormick, said J. Howard Wood, president of Tribune Company and publisher of the Chicago Tribune, at the noon time dedication.

"As early as 1905, Col. McCormick foresaw the double-decking of North Michigan avenue and the construction of the Michigan avenue bridge as the key steps in the creation of the Magnificent Mile," Wood said.

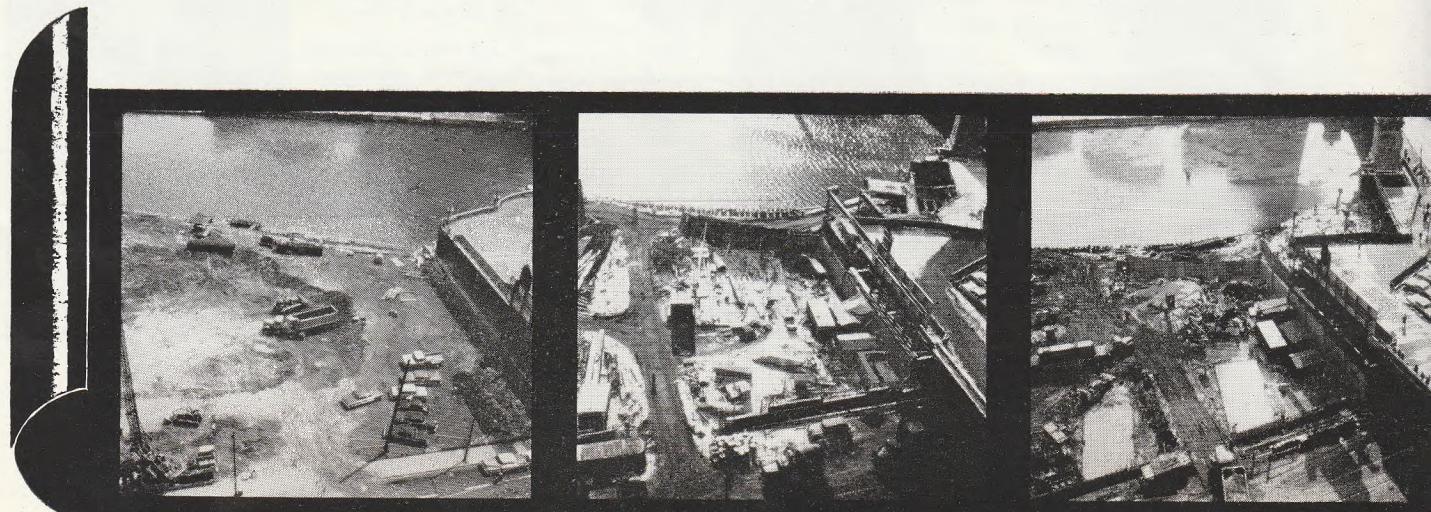
"In 1919, when the new Michigan avenue bridge was under construction, Col. McCormick backed his judgment with money. He chose for a new Tribune printing plant, and eventually for Tribune Tower, a site which one day would front on the Magnificent Mile. From time to time over the years, he continued to purchase additional parcels of land until the Tribune Company had acquired not only the land on which its own buildings stand, but the entire site we are dedicating today to a great new purpose.

"He had many tempting opportunities to sell this property. People wanted to erect on it hotels, office buildings, and other structures. But Col. McCormick had unshakable faith in his dream of a development here that would bring new grandeur to Chicago and to upper Michigan avenue.

"Col. McCormick didn't live to see his dream fulfilled. It wasn't until six years after his death that James Oates and his associates came forward with a satisfactory proposal. They proposed a joint development of this site by Equitable and the Tribune Company as envisioned by Col. McCormick.

"I want to thank and congratulate them for their imagination and highmindedness in joining with us in a development that has given Chicago a priceless new civic and cultural asset—Pioneer Court."

FOR MANY YEARS the Tribune had hoped to develop the property south of the Tribune, connecting it to the Tower. This proved impractical. The property was never put on the market. Equitable, however, was the first company to propose a plan that met the Tribune management's hopes for the development of the property. The building was to be set back from Michigan avenue 175 feet so as not to obscure the Tower; its height was not to exceed that of Tribune Tower.



# Equitable Building Pioneer Court

The planning and cost of Pioneer Court was shared by Tribune Company and Equitable. The new building was to be erected on the property south of E. North Water street. [The Tribune retained the property extending from the Tower across the former block of Hubbard street to the north edge of E. North Water street.] The construction of the landscaped plaza over the top of the Tribune property and E. North Water street was planned to keep open the street right-of-way. The portion of landscaped plaza over its property was paid for by Tribune Company.

**T**HE DEED TO THE PROPERTY on Michigan avenue south of Tribune Tower was conveyed by Tribune Company to the Equitable Life Assurance Society of the United States on Jan. 8, 1963. Ground for the new office building was broken at ceremonies on June 24, 1963.

Pioneer Court extends from the north bank of the river around the Equitable building, to the south facade of Tribune Tower. It covers 100,000 square feet, has 800,000 bricks, and is the largest open area in the midwest developed by private enterprise for public use. Between the building and the Tower is a marble fountain with 40 jets that can send water 30 feet into the air. In bronze, around its side, are the names of 25 leading



pioneers who figured in the history of Chicago. During the dedication Wood and James F. Oates, president of Equitable, pressed a button which turned on the fountain.

Other features of the dedication were the placement of a time capsule of historical mementos in a stone monument under the glass kiosk which shelters escalators to the lower concourse of the building, and the raising of the American flag on an 8-story high flagpole.

Speakers, in addition to Wood and Oates, were John

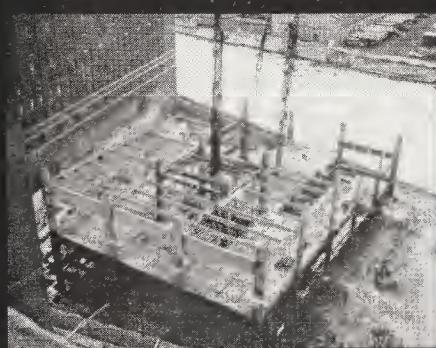
*(Continued on page 12)*

*Above left: J. Howard Wood, president of Tribune Company and publisher of the Chicago Tribune, speaks at the dedication of the Equitable office building and Pioneer Court at ceremonies on June 23.*

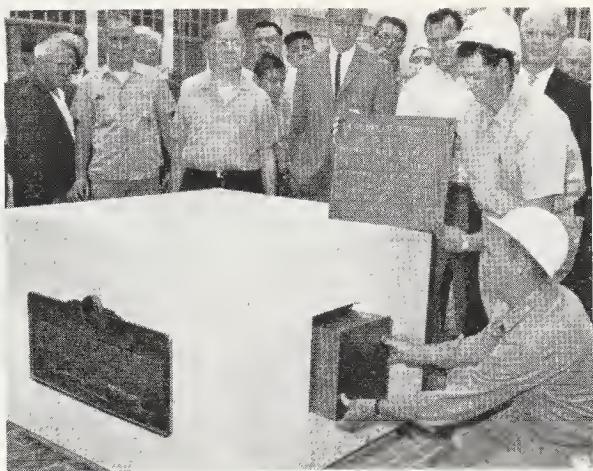
*Above right: Wood and James F. Oates, president of the Equitable Life Assurance Society of the United States, pressed a button which turned on this 40-jet marble fountain in Pioneer Court.*

*Below: This sequence of photos of the court was taken by Robert Tower, manager, general display advertising, between June 24, 1963, when ground was broken for the court, and the dedication ceremonies.*





*In a second series, recorded by Tower, the growth of the Equitable office building can be seen over a two-year period.*



*Victor Mitchell, construction foreman, places a time capsule filled with historic memorabilia in the marble repository in Pioneer Court on June 24 while another foreman, Alvin Hasbrouck, holds the plaque placed on the repository.*

*(Continued from page 11)*

H. Muller, senior vice president of Equitable; Mayor Richard J. Daley; Otis L. Hubbard, president, Greater North Michigan Avenue association; William H. Avery, director of Equitable; and Chief Judge William J. Campbell, federal District court.

The dedication was followed by a luncheon in the Sheraton-Chicago hotel. At a formal dinner in the Palmer House in the evening, the guest speaker was Adlai E. Stevenson, chief United States delegate to the United Nations.

Address of the new Equitable building is 401 N. Michigan avenue. But almost 200 years ago, it was the site of a cabin, that of Jean Baptiste Pointe du Sable. In 1804, John Kinzie acquired it. Kinzie, a fur trader and sutler [one who supplies troops with provisions] was called the city's first citizen. By 1847, Cyrus Hall McCormick, inventor of the reaper, built his first factory there.

Across the river, the original Fort Dearborn stood, and past this site in September, 1673, Louis Joliet and Father Jacques Marquette, paddled to become the first white men to see the area. Eight years later, Robert La Salle, French explorer, passed by en route to the Mississippi river.

*Speakers at the dedication ceremonies were, l. to r., Chief Judge William J. Campbell, United States District court; James F. Oates, Equitable president; John H. Muller, senior vice president of Equitable; J. Howard Wood, president and publisher; and William H. Avery, a director of Equitable.*



# Ad Men Form Toastmasters Group

Shaky knees, dry mouth, stomach down someplace around your shoes when you speak before a group? Toastmasters may be for you.

The Chicago Tribune Toastmasters club received its charter from Toastmasters International on June 16. H. K. "Buzz" Wurzer, manager, retail marketing, and president of the club, accepted the charter from Hermas R. Gagnon, district governor of the International.

Last fall, Donald Nightingale, manager, retail display advertising, suggested the men organize a retail advertising educational program which would not be a sales training course. In a questionnaire sent out to members of the department, many replies mentioned the need for developing public speaking skills and greater ability in thinking on one's feet. Wurzer suggested a Toastmasters club. "For better listening, thinking, speaking" is the Toastmasters' motto.

All the retail salesmen's names were put in a hat and several were drawn. These men were invited to join and each told to invite one more member and so on until there were 26 members. The club plans to expand to its limit of 40 members during the next few months.

At the monthly meetings, the evening's table topics chairman asks eight men to speak extemporaneously for two minutes on topics he assigns them. Topics range widely — from "Why have hog prices soared?" to international politics.

There are also five main topic speeches at each meeting. These are five-minute talks, prepared in advance and with some choice of topics. The toastmaster of the evening draws up the list of choices and introduces the speakers.

The third part of the evening is turned over to the master critic,



Members of the Chicago Tribune Toastmasters club, which received its charter at a dinner June 16, are, clockwise from left, Jim McNeely, Ron Gignac, Don Freko, Philip Kircher, William Loftus, Robert Brannon, Richard Heinemann, David Reidy, Robert Guy, George Van Wagner, Don Hayn, William Fulton, Pat Doherty, Tom McBreen, Paul Jenista, Charles Reitenbach, Vince Riordan, and Buzz Wurzer. Wurzer is president of the club.

with a group of evaluators under him who criticize the content and delivery of the speeches. During the meeting, every man is on his feet and speaking in some capacity.

A cardinal rule is that no Tribune business is discussed.

Officers of the Chicago Tribune Toastmasters club are: H. K. Wurzer, president; Patrick H. Doherty, educational vice president, sales manager, north neighborhood division, retail; Vincent P. Riordan, administrative vice president, retail salesman; Roger F. Sherman, secretary, and Ronald Gignac, treasurer, both in marketing; and Don P. Hayn, sergeant-at-arms, sales manager,

south neighborhood division, retail display.

Charter members are: Robert Brannon, George S. Byers, George Ericson, Ronald Field, Donald Freko, Robert Guy, Richard Hansen, Richard Heinemann, Paul Jenista, Philip A. Kircher, William Loftus, Emmett J. Markey, Thomas McBreen, James McNeely, David Reidy, Charles Reitenbach, and Thomas Roos, all retail salesmen; Court A. Parish, sales manager, west neighborhood division, retail; and Thomas Howell and Sonny Reckles, both sales supervisors, classified advertising.



Wurzer accepts the charter from Hermas R. Gagnon, district governor of Toastmasters International.

## Medill B. & L. Pays

### 4½ Per Cent Dividend

For the six-month period ending June 30, the Medill Building & Loan association has declared a 4½ per cent dividend on fully-paid Class D shares and a 4 per cent dividend on weekly instalment shares.

If you would like more information on the association, call Paul David, extension 3100. The association, in addition to savings and dividend plans, offers a check cashing service.

# The Ladies, God Bless 'Em, Aren't Always Helpless



This headline topped two pages of photos in a Little Trib that was published "a few short years ago."

We think the captions written then speak for themselves.

"Just because Gertrude Horton, copy and art, is a petite miss, don't think she can't tame that Dodge of hers! She isn't in the habit of changing tires herself — but she can do it, if there aren't any men folks around."

"Bang, Bang! If burglars should break into her home tonight, Dorothy Stone, secretary to the managing editor, will meet them—with a gun! Recently on a target shooting spree, Dorothy shot 45 out of a possible 50."

Dorothy adds that the target shooting was done with a .45 automatic [not shown in picture] "I don't practice anymore, but I could use a gun if I needed to."



## Editorial Wins \$200 in Awards of Merit

Winners of the editorial department's April Awards of Merit were: Aldo Beckman, rewrite man on the copy desk, \$40; Alvin Nagelberg, copyreader, \$35; and Ford Wilson, suburban reporter, \$25.

Beckman's award recognized his work in planning, organizing, supervising, and executing the coverage of the suburban elections on April 6 and April 20.

Nagelberg won his award for the montage of photographs and charts that illustrated an April 4 summary story on the progress of the steel industry labor contract negotiations. The technique has since been used with other financial articles.

Wilson was recognized for his enterprise in obtaining a photo of an explosion in Evanston. He crawled thru burning debris to reach an elevated position so that he could take the dramatic photo which appeared April 23.

There were four \$25 winners of May's Awards of Merit:

Ridgely Hunt, feature writer, won the award for his story of the Illinois Central hospital which appeared in the Magazine on May 9. Hunt suggested the idea for the story, as well as writing it, the headlines, the captions, and some of the promotional copy.

Ronald Kotulak, reporter, won his award for an exclusive story, published May 16, on the recent discovery of stellar objects at a tremendous distance from the earth. Other newspapers later picked up the story.

Robert Wiedrich, reporter, won \$25 for his exclusive page one stories on two police cases. One case brought about the resignation of a Chicago policeman. The other case involved syndicate operation of crooked gambling devices in a tavern owned by a woman.

Walter Willey, picture editor, was recognized for conceiving and developing the back page of accident pictures published just before the Memorial day week-end.

## Bob Produces, Writes

### Frat-Land Musical

"A Brief Case in Frat-Land" may initiate a busy part-time career for Bob Kahn, salesman, retail display advertising. Kahn wrote, produced, and directed the four act musical comedy for the Pi Lambda Phi Fraternity Parents club annual production at the University of Illinois in Champaign.

The show, with dialog, songs and dancing, was enacted by the parents of fraternity members during the traditional "Mom's day" weekend in May and was repeated once in Chicago for the general public.

Bob is currently helping local civic groups stage their original productions. He would like to see Tribune members stage a show. "There are many, many creative people at the Tribune, and this sort of production is a good outlet. Quite a few people have expressed interest," Bob said.

Are you a potential but frustrated Oscar Hammerstein or Sarah Bernhardt? Just call Bob Kahn.

# “Inquiring Mind”+Youth=Scholarships

“Stay out late? Sure.” “The car? Here are the keys.”

This might well be the attitude of Robert E. Agnes, New York ad office, or Jack Jacobson, WGN-TV production department.

Bob's son Michael, 18, and Jack's daughter, Leslie Hope, 17, are Tribune scholarship winners for 1965.

Michael, who was graduated in June from St. Basil's Preparatory school in Connecticut, ranked first in a class of 35. His ability was described by the principal, the Rev. Leon A. Mosko, as “without any doubt almost unbelievable.” Michael also has a part-time job. He will attend Case Institute of Technology, Cleveland.

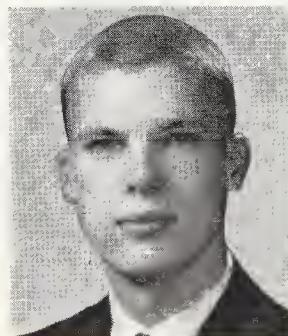
Leslie was graduated from Niles Township High school, north division. She plans to major in political science at Georgetown University in Washington, D. C.

“Her ability in academic areas is unlimited; her inquiring mind is never satisfied by strictly mundane facts,” said Merron S. Seron, Leslie's counselor at Niles Township.

Each scholarship winner receives \$1,000 a year for four years of undergraduate work at the college of his choice as long as his academic work meets the standards for renewal of



LESLIE JACOBSON



MICHAEL AGNES

the school's own scholarships. Forty-three high school seniors entered the competition.

Honorable mention was awarded to Michael J. Egelhof, 18, son of Joseph Egelhof, reporter, C. T. P. S., New York bureau; Robert L. Shaunessey, 18, son of Robert Shaunes-

sey, composing room; Philip L. Engle, 17, son of Bryce Engle, editorial department; and Gerald A. Klein, 18, son of Gerald Klein, pressroom.

The scholarships were established in 1935 by Col. Robert R. McCormick. Since then, 68 scholarships have been awarded.

## Maxwells Promote Franco-American Relations

A young French girl's smile has served, in one small way, to unite our country and her's.

While Philip Maxwell, editorial promotions manager, and Mrs. Maxwell were visiting the French city of

Bourges, Mlle. Annie Galopin noticed that the two foreigners seemed to be looking for something. She offered her assistance and helped them to find a shop selling a guidebook in English.

The Maxwells were much taken with her charm and facility with English, and invited her to come with them during their tour of the city. She accepted and afterward invited them to lunch at her home.

M. Jean Galopin, Annie's father and an industrialist in Bourges, and the Maxwells became fast friends and spent a long afternoon together. When Galopin came to the United States on business in January, Maxwell welcomed him at the airport and entertained him in Chicago.

Maxwell wrote a letter to the editor of Le Berry, telling of his meeting with the Galopins and how it helped make his trip and memories of it so pleasant. The newspaper published the story, under the headline: “Thanks to the graciousness of his daughter, Mr. Galopin was able to form a real friendship with a couple from Chicago.”

## Tribune Sponsors A.N.P.A. Workshop Group



Richard O'Riley, manager, l., and Lloyd W. Lehman, service manager, both educational services, examine a historical front page with Sister Mary Mercedes and Leonard C. Rubin who were sponsored by the Tribune at a workshop on the use of newspapers in the classroom. The workshop, held at the University of Iowa, was conducted by the American Newspaper Publishers association.



*Meet—*

## Our Youngest Vet

BY BURTON A. SCHULZ

*Asst. Building Mgr.  
45 years—Age 59*

Even as a young man, Burt Schulz always wanted to get on with the business at hand without delay. In 1923, he leaped thru a plate glass door to get an errand run. That was at 7 S. Dearborn st. where the Tribune had offices.

Burt came to the Chicago Tribune Building corporation as an office boy. After the Tower was finished and the move made, the depression came. Burt whiled away the time inspecting and filling fire extinguishers.

He also nosed around the building with the plumbers. Before Joe Christopher, master plumber, died he passed on all his secrets to Burt. Now when architects' plans fail to show what is between walls and under floors, Burt searches his memory and almost always comes up with the facts. [Is his memory slipping, or did somebody creep in one dark night and plant an electric conduit behind a wall so that an air hammer paused recently just in the nick of time to prevent fireworks?]

Burt is used to being awakened by the telephone during odd hours in the night.

The Tribune operator may say, "Could you get down here right away? There's smoke in the pressroom, but we don't know where the fire is . . . Water is gushing down the stairs on the 14th floor. . . The police are swarming all over the

Tower; they say there's a bomb planted here somewhere. . . ."

Experience has taught Burt some lessons.

He swears he will never crawl thru a vent pipe again in search of a leak or fire—unless he has a can opener in his pocket.

"Must you go out there? or up there? or in there?" people used to say as Burt shed coat or shoes preparing to ride the top of the elevator or crawl out of the 27th floor window to see where the stone had fallen from.

"If I don't, who will?" Burt would say. If he had nine lives, he has used up at least seven by this time.

One thing that he's happy about—automatic elevators. He used to spend whole week-ends over elevator operators' time charts, attempting to keep the elevators going up and down as fast as possible, and to give operators days off, relief periods, and vacations.

He's a jolly and generous man, really.

Well, you can't expect him to say yes right away when you want to knock a wall out, can you? And what are you going to do if one man calls to say there's not enough heat, and the secretary in the next office wants to know why the air conditioning isn't turned on today?

Three of August's four 40-year men are friends from way back. Bernard P. Boyle, Samuel Segal, and George E. Paschke all worked in the roto plant before coming over to the Tower plant three years ago. Robert K. Wilson is the fourth 40-year veteran.

"I came here the same year the cornerstone of the Tower was laid. I wouldn't trade my 40 years at the Tribune for the world," said Bernie Boyle, journeyman pressman, comic press. He figures he got his Tribune job because his brother, James, now retired, spread the word that his younger brother was a good baseball player, and the pressroom team needed him.

### Was Baseball Star

"We had quite a team and a lot of trophies to prove it," Bernie said. Another brother, Martin, has retired from engraving. "Now I just play baseball with the kids," said Bernie, who has nine grandchildren by his two sons and two daughters. "I only play in games where you can take your time, where nobody chases you. I helped organize the bowling league, and I've bowled since I came here."

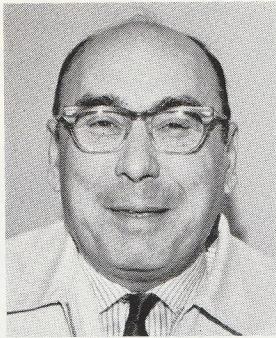
Bernie and his wife, Ann Marie, live in Austin. After 34 years of marriage, he still says, "She's wonderful."

George Paschke, also a journeyman pressman, comic press, confides that "after working nights for so many years, I'm still not used to the alarm clock. I've been satisfied, tho. Otherwise I wouldn't have transferred."

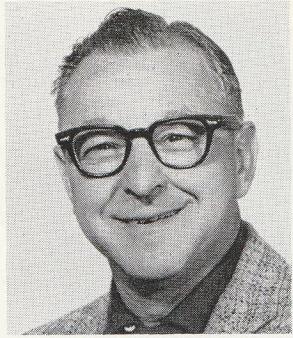
Small game hunting in central Illinois used to be a hobby of George's,



BERNARD P. BOYLE  
*Journeyman Pressman*  
*Pressroom*  
40 years



GEORGE PASCHKE  
*Journeyman Pressman*  
*Pressroom*  
40 years



SAMUEL SEGAL  
*Mailer*  
*Mailroom*  
40 years



ROBERT K. WILSON  
*Asst. Div. Mgr.*  
*Financial Adv.*  
40 years

but "I'm getting a little bit stiff for that." He still enjoys fishing in Wisconsin and Minnesota and week-end auto trips with his wife, Florence, to northwest points of the state. They spent their last vacation in Hot Springs, Ark.

Florence and George, married 24 years, have their home in California Park, northwest of Chicago. "When I started working days, I didn't have a chance to watch my two daughters, and they went and got married on me," George complains laughingly. There are now two grandchildren "who I love to have around."

Sam Segal, mailer, mailroom, says his hobby is "making friends and helping them out." A frustrated apartment dweller, he enjoyed helping his son-in-law paint his home.

Sammy left his native Minnesota to be a fireman on a Great Lakes boat. An older brother was working at the Tribune, so Sammy quit his life as a sailor to join his brother.

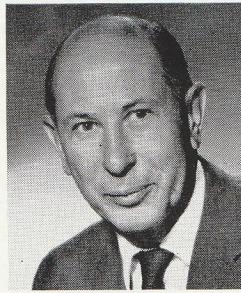
#### Returns to Scene of Youth

He still returns to his sister's lakeside cottage in Minnesota almost every year to fish. He catches blue gills, northerns, and bass—"If I catch a catfish, I bury him because I don't like the looks of them."

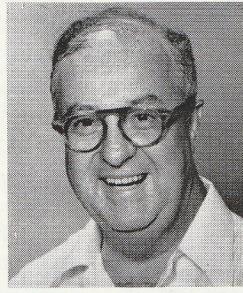
Sammy still has many boyhood friends in Minnesota, and part of the fun of fishing is going with them and reminiscing about the old days, from the one-room schoolhouse to the horse-drawn sleigh.

Sammy and Elsie, his wife of 32

(Continued on page 18)



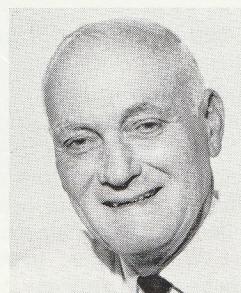
OTTO MEYERS  
*Office Mgr.*  
*Editorial*  
35 years



JOSEPH CULKIN JR.  
*Reference Clerk*  
*Editorial*  
30 years



VITO DIMICHINO  
*Janitor*  
*Building*  
20 years



JOSEPH GLEASON  
*Electrician*  
*Maintenance*  
20 years



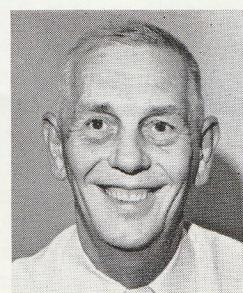
DANIEL HOLLAND  
*Cartoonist*  
*Editorial*  
20 years



M. LOMBARDO  
*Metalman*  
*Composing*  
20 years



ROBERT MUNGES  
*Paper Handler*  
*Warehouse*  
20 years



PAUL ROMBERG  
*Circulator*  
*Circulation*  
15 years



FRANCES ALTMAN  
*Insurance Clerk*  
*Data Processing*  
10 years



**RAYMOND KIRK**  
Engineer  
WGN-TV  
10 years



**ROSEMARY JOHNSTON**  
Clerk, Suburban  
Circulation  
10 years



**GEORGE SCHMIDT**  
Cashier, Medill  
Bldg. & Loan  
10 years

years, live on Chicago's northwest side. They have two daughters, and three grandchildren.

Robert K. Wilson, assistant division manager, financial advertising, after one year of college, started in the classified advertising street sales division at age 19 as an office boy. "A very good friend in advertising suggested that I go to the Tribune. It seemed like going to school, as I learned the advertising business," he said.

Bob became an investigator of phony ads. He then sold want ads over the counter and later became a street salesman. In 1935 he started handling financial and real estate display advertising.

"I've always played a lot of golf. I prefer doing that to almost anything else."

#### Married 37 Years

Bob and his wife, Marge, recently celebrated their 37th wedding anniversary. Their two daughters are both married to "Bobs." One is Bob Holzkamp, sales manager, classified advertising. "His dad, a business associate of mine, and I were the matchmakers," Wilson said. "We both talked about our kids so much that finally we arranged for them to meet." The Wilsons have four grandchildren.

Bob and Marge live in Park Ridge. Last year they went on the Chicago Press club flight to Paris. "We covered 11 countries, stayed in 14 differ-

ent hotels, in 28 days. This year we'll probably go to New York and other points east."

Otto F. Meyers, office manager, editorial, is the lone 35-year veteran this month.

Thirty-year veterans are Joseph Culkin Jr., reference clerk, editorial, and John S. Kalemba, circulator, circulation.

Marking 25 years of service is Ralph F. Batt, manager, building, WGN, Inc.

#### Mark 20 Years

Celebrating 20th anniversaries are Daniel E. Holland, editorial cartoonist; Vito Dimichino, janitor, and Douglas P. Foster, mechanical engineer, both of building; Joseph P. Gleason, electrician, maintenance; Michael Lombardo, metalman, and Edwin J. Jox, linotype operator, composing; Robert W. Muntges, paper handler, warehouse; and Anthony M. Sulla, graphics supervisor, WGN, Inc.

Fifteen-year veterans are Paul Romberg, circulator, circulation; Glen A. Quinn, laborer, building; Frank J. Bartusek Jr., Raymond J. Kirk, and Jack E. Volk, all television engineers, and Charlotte O'Brien, music clearance, transcription department, all WGN, Inc.

Ten-year veterans are Frances Altman, insurance clerk, data processing; Rosemary Johnston, general clerk, suburban circulation; Thomas S. Rivera, copyreader, editorial; John G. Rochon, circulator, circulation; and George J. Schmidt, cashier, Medill Building and Loan association.

## Thanks to Tribune Japanese Girl Will Be An American Co-ed

A letter to the Tribune from an 18-year-old Tokyo high school student has found her an American home, insuring that she will be able to spend a year studying at Western Michigan university in Kalamazoo.

Michiko Nakasone wrote the letter, published July 26, 1964, explaining that she had studied English and hoped to attend college in the United States but that Japanese government regulations required that she have a sponsoring family in America. Could the Tribune help her?

Mr. and Mrs. Clarence E. Killebrew, who live north of Benton Harbor, read the story and began corresponding with Michiko and her father, Yasuhiro Nakasone, a leader of Japan's Liberal Democratic party.

The result of the correspondence is that the Killebrew's daughter, Mary, 22, went to Japan in June with her college roommate to visit the Nakasone family. When they returned in July, Michiko accompanied them. She will spend her vacations with the Killebrews either at their Michigan home or at their winter home in Florida.

Michiko wrote to the editor:

"I would like you to know how much I am obliged to you for helping me in many ways. I am looking forward to an opportunity to visit Chicago to show my thankful mind to you. I wish my English was progressing, but it comes very slowly, and I hope that this letter does not disturb your business."

## Answers to "About 30 Years Ago" Quiz on Page 9

- Pearl Boettcher, secretary, editorial writers
- Richard C. Swank, circulation sales manager
- Robert C. Tower, manager, general display advertising
- Thomas A. Dixon, assistant circulation manager
- Robert K. Wilson, assistant division manager, financial advertising
- Bernice Berry, reference room
- A. J. Piedmont, assistant purchasing agent
- Harold Murray, day city editor
- Chester Gabrysiak, editorial photographer
- Katherine Donnelly, composing

# Retirements, Weddings, and Parties



Edmund Maas, artist, r., and Frances Bergenham, fashion artist, second from right, who retired from creative services after 19 and 18 years, respectively, were feted by co-workers in the sixth floor lunchroom on May 28.



Vern Millard, r., an employee of the composing room for eight years, retired in May. He was feted by co-workers who gave him a cash gift and the traditional special front page of the Tribune.



On his 35th service anniversary, J. G. Paddock, classified manager, was feted by, l. to r., Sue Gloppin, Maureen O'Connor, Betty Jenkins, Ardath Lilystrand, Lois Adams, Elaine Wnuk.



George Anderson, l., composing, received Tribune silver from Fred Hemington. George and Arlene Jarrett were married on April 24.



John Churchill gives Bette Brown, classified, silver. Bette and Jesse Laseter were married April 17.



The Robert R. McCormick post No. 348 of the American Legion gave a testimonial dinner May 22 for Eddy Kloud, Tribune accounting pensioner and financial officer of the post for 30 years. Seated with Kloud, r., are l. to r., Joe Hart, Tony Blazevich Sr., Dan Martin, and Jim Quinlan. Middle row are, l. to r., Red Coleman, Charles Eitz, Joe Austera, Tony Zaffaro, Al Becker, Bruno Ratkovic, Sam Sirchia, Jack Burke, Henry Murphy, Gerry Patrick, Bruce Todd (post commander), Tom Chambers, Roger Bodin, and John Fisher. Back are, l. to r., Andrew Corsini, Alvin Ursprung, Larry Golden, Joe MacCauley, Charles Lundberg, John Lynch, Fred Sexton, Joe Branick, Pete Buzek, Sidney Magnuson, Frank Sanders, Bob Pandelicek, and John Kelly.



ACCOUNTING RETIREES (left): Marie Odewall, l., Mary Del Campo, c., and Louise Finn were honored at a reception in the Tower on May 28.

Below left: Marie Odewall was the guest of honor at the Ten O's dinner in La Tour restaurant on May 11.

Below: Louise Finn, l., verifying, and Mary Del Campo, r., cash distribution, were feted at a luncheon May 25.



EDITORIAL RETIREES were honored at separate parties in May. At right, George Schreiber, financial writer, received a plaque at a Press club party May 28. L. to r. are Maurice Fischer, Dick Orr, George Schreiber, Nick Poulos, Bill Clark, and Herman Kogan.

Below, right: Photog Fred Giese was praised in a city council resolution May 26. Here he shakes hands with Mayor Daley.

Below: Editorial staffers feted Paul Hubbard, retiring neighborhood news editor, May 28 at a party in the Palmer House. With him, l. to r., are Mrs. Hubbard; daughter, Susan; son Dave; and Dave's wife.

